

ABSTRACT OF THE DISCLOSURE

B When a print of a picture image is ordered by generating
print ordering information ^{including} ~~comprising~~ electronic data in a
predetermined standard to be processed by a predetermined photo
finishing system, the print ordering information is generated
by considering the content of the services that a service
provider or a laboratory where the order is placed can provide
so that the service will be provided with certainty. Picture
image data obtained by reading a developed film are recorded
in a recording medium together with printing service
information regarding printing services. In print ordering
information generation processing on the image data, the
printing service information and the image data recorded in the
recording medium are displayed on an order screen and print
ordering information for requesting a printing service
regarding the image data is generated by using the displayed
printing service information.